

Amendments to the Claims

The following listing of claims will replace all prior versions, and listings, of claims in the application:

1. through 13. (canceled)

14. (previously presented) The method of claim 74, further comprising converting a format of the advertising content into a single format for display.

15. (previously presented) The method of claim 74, further comprising reviewing the advertising content prior to display for appropriateness.

16. (previously presented) The method of claim 74, further comprising verifying the displaying of the advertising content.

17. (previously presented) The method of claim 16, wherein the verifying comprises capturing image and time data of the display of the advertising content.

18. (previously presented) The method of claim 74, further comprising detecting customer traffic near said at least one selected display screen.

19. (previously presented) The method of claim 18, further comprising generating a market analysis report from the detection of customer traffic.

20. through 21. (canceled)

22. (previously presented) The method of claim 84, the method further comprising detecting defective pixels in one of the display screens.

23. (previously presented) The method of claim 22, further comprising automatically calibrating the defective pixels based on the detecting.

24. through 72. (canceled)

73. (previously presented) The method of claim 74, wherein the advertising content is still image content.

74. (currently amended) A method of providing video or still image advertisements on at least one selected display screen on a network of multiple display screens that are located in traffic areas, the method comprising:

providing at least one advertising customer the opportunity to select at least one particular display screen via an advertising customer interface, wherein each particular display screen is positioned at a respective particular location;

providing the at least one advertising customer the opportunity to electronically order display of advertising content on the at least one selected display screen via the advertising customer interface;

receiving an order from the at least one advertising customer, wherein the order comprises a selection of at least one display screen;

receiving the advertising content from the at least one advertising customer via an electronic communications link;

electronically transmitting the advertising content received from the at least one advertising customer to the at least one selected display screen; and

driving the at least one selected display screen to display the transmitted advertising content in accordance with the order.

75. (previously presented) The method of claim 74, comprising generating a bill in accordance with the order.

76. (previously presented) The method of claim 74, wherein providing the at least one advertising customer the opportunity to electronically order display of the advertising content on the at least one selected display screen comprises providing a Web-based customer interface.

77. (previously presented) The method of claim 74, wherein electronically transmitting the advertising content received from the at least one advertising customer to the at least one selected display screen comprises sending the advertising content to the at least one selected display screen using an Internet protocol.

78. (previously presented) The method of claim 74, wherein electronically transmitting the advertising content received from the at least one advertising customer to the at least one selected display screen comprises sending the advertising content to the at least one selected display screen using wireless communications.

79. (previously presented) The method of claim 74, wherein driving the display screen comprises driving a plurality of LEDs.

80. through 82. (canceled)

83. (previously presented) The method of claim 74, wherein electronically transmitting the advertising content received from the at least one advertising customer to the at least one selected display screen comprises implementing a transmission means selected from the group consisting of high speed cable, a satellite link, a dedicated telephony connection, a high-speed communications line, a cellular or PCS data transmission device, the Internet, a radio or radio pulse transmission device, and high speed optical fiber.

84. (previously presented) The method of claim 74, wherein at least one display screen of the plurality of display screens comprises a plurality of pixels.

85. through 99. (canceled)